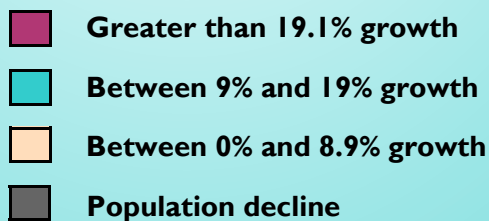
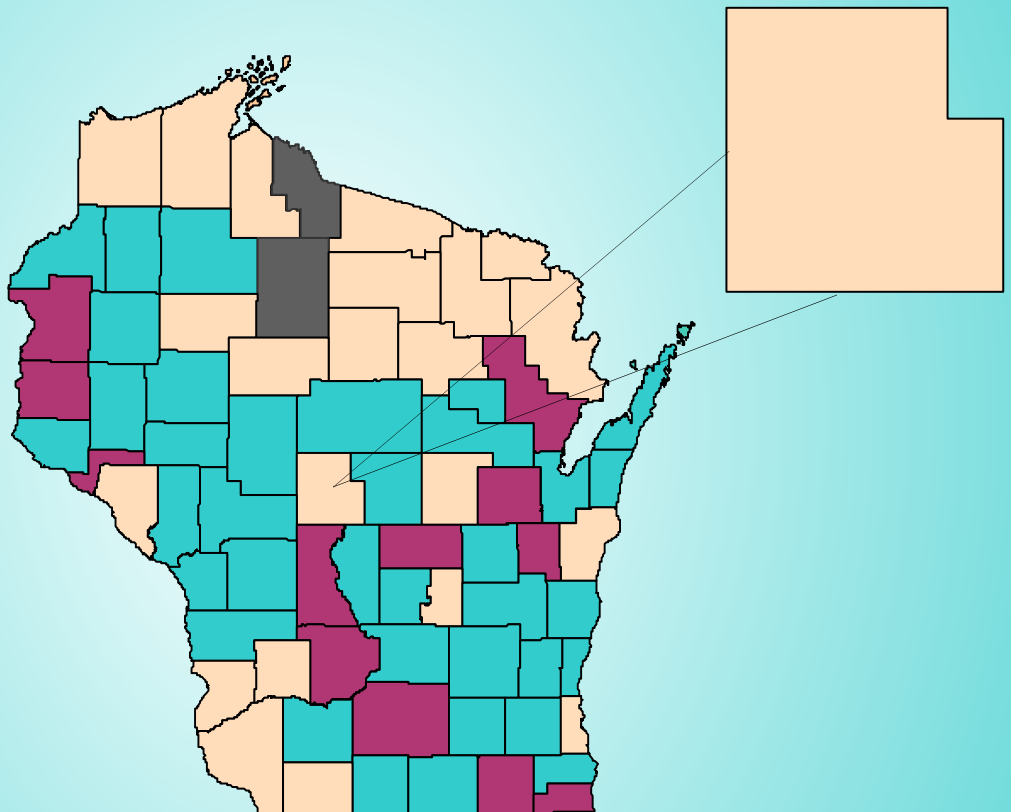


Wood County Workforce Profile

Projected population growth from 2000 to 2020



Source: Wisconsin Department of Administration, Demographic Services Center.
Statewide population growth is projected to be 13.9 percent from 2000 to 2020.



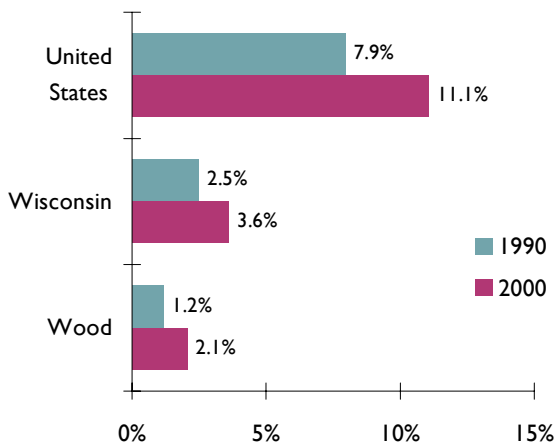
County Population

Population growth affects the supply of workers, the ability to attract employers and demand for goods and services. Wood County added about 427 people or 0.6 percent between the April 2000 Census and the January 2002 population estimate. This growth rate was well below state and national rates. Together, Grand Rapids and the City of Marshfield grew 199 people, or nearly 47 percent of the county's total gain.

On the whole, 14 percent of non-metropolitan Wisconsin's population growth was natural increase (births minus deaths) and 86 percent of its growth was net migration (people moving in minus people moving out). In Wood County, almost exactly the reverse was true, (86 percent of the population increase was natural increase and 14 percent was net migration). The bar graph to the right shows that Wood County's rate of natural increase (0.48%) was higher than non-metro Wisconsin's rate of natural increase (0.24), but that gap wasn't as large as the gap between Wood County's rate of net migration (0.08%) and non-metro Wisconsin's rate of net migration (1.51%).

The graph below shows how many residents were foreign-born in the 1990 and 2000 censuses. Despite some increase, Wood County remained well behind the state and the nation. Available data does not suggest this dynamic will change dramatically in the near to medium term.

Share of Foreign-born Residents



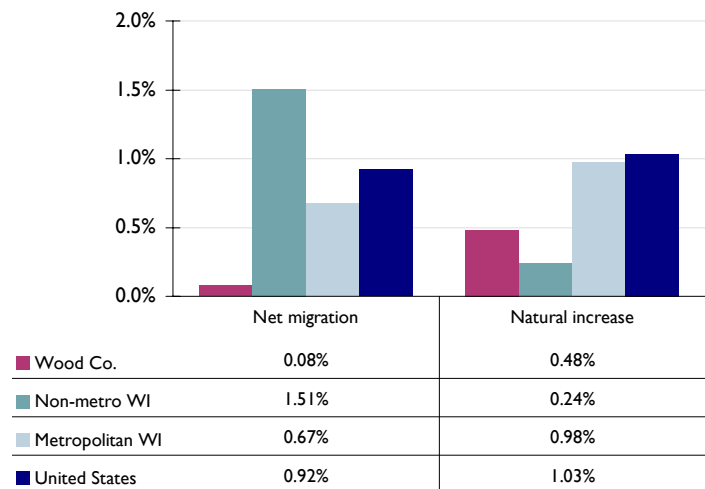
Source: US Dept. of Commerce, Census 2000, Summary file-4, QT-P14

Total Population

	April 2000 Census	January 1, 2002 estimate	Percent change
United States	281,421,906	286,923,000	2.0%
Wisconsin	5,363,701	5,453,896	1.7%
Wood County	75,555	75,982	0.6%
Largest Municipalities			
Marshfield, City*	18,383	18,489	0.6%
Wisconsin Rapids, City	18,435	18,421	-0.1%
Grand Rapids, Town	7,801	7,894	1.2%
Saratoga, Town	5,383	5,437	1.0%
Nekoosa, City	2,590	2,601	0.4%
Port Edwards, Village	1,944	1,938	-0.3%
Lincoln, Town	1,554	1,568	0.9%
Richfield, Town	1,523	1,560	2.4%
Port Edwards, Town	1,446	1,471	1.7%
Seneca, Town	1,202	1,170	-2.7%

* Wood County portion only

Net migration and natural increase



Source: Wisconsin DOA, Demographic Services Center & US Census Bureau

The county experienced fewer births from 1992 to 2001 than it had between 1982 and 1991. In 2001, two-thirds of Wood County's births were to mothers under 30 years old and nine-tenths were to women under 35. Natural increase drives most of the county's population growth and age demographics, in turn have an impact on natural increase. The number of female residents in their 20s and 30s affects future birth rates and population growth rates.

Wood County Workforce Profile

Population Projections by Age Groups in Wood County

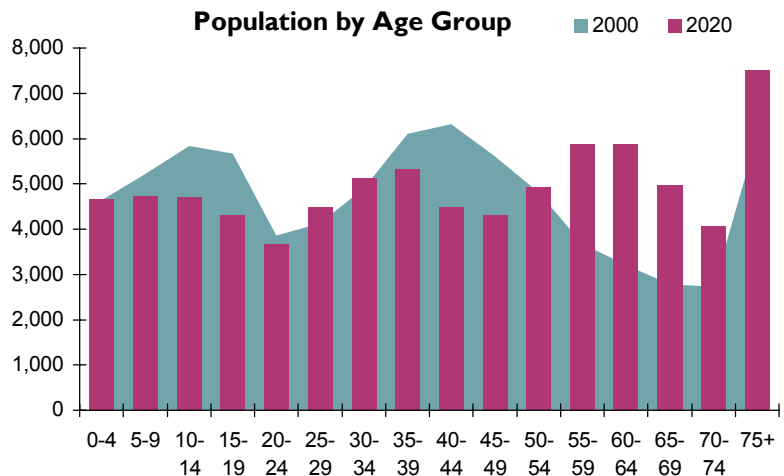
	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75+
2000																
Male	2,403	2,662	3,026	2,890	1,947	2,071	2,446	3,069	3,113	2,833	2,427	1,841	1,583	1,291	1,221	2,207
Female	2,231	2,555	2,811	2,773	1,912	2,051	2,458	3,038	3,205	2,781	2,374	1,840	1,619	1,498	1,512	3,867
2005																
Male	2,287	2,450	2,674	2,866	2,358	2,121	2,148	2,495	3,096	3,110	2,803	2,353	1,752	1,469	1,168	2,403
Female	2,190	2,276	2,569	2,655	2,312	2,153	2,091	2,475	3,041	3,186	2,729	2,324	1,800	1,556	1,410	4,100
2010																
Male	2,373	2,324	2,459	2,535	2,341	2,566	2,207	2,198	2,525	3,104	3,087	2,726	2,249	1,637	1,350	2,497
Female	2,272	2,227	2,286	2,427	2,214	2,578	2,199	2,108	2,481	3,024	3,128	2,673	2,279	1,739	1,482	4,160
2015																
Male	2,398	2,406	2,328	2,326	2,066	2,554	2,654	2,254	2,222	2,529	3,078	3,000	2,606	2,106	1,516	2,715
Female	2,297	2,306	2,232	2,155	2,019	2,469	2,620	2,212	2,110	2,462	2,964	3,059	2,618	2,204	1,661	4,247
2020																
Male	2,380	2,420	2,405	2,196	1,890	2,248	2,632	2,699	2,273	2,222	2,504	2,987	2,866	2,442	1,960	3,034
Female	2,279	2,320	2,306	2,100	1,789	2,253	2,504	2,630	2,211	2,091	2,410	2,896	2,995	2,533	2,106	4,491

Source: Wisconsin Dept. of Administration, Demographic Services, October 2003

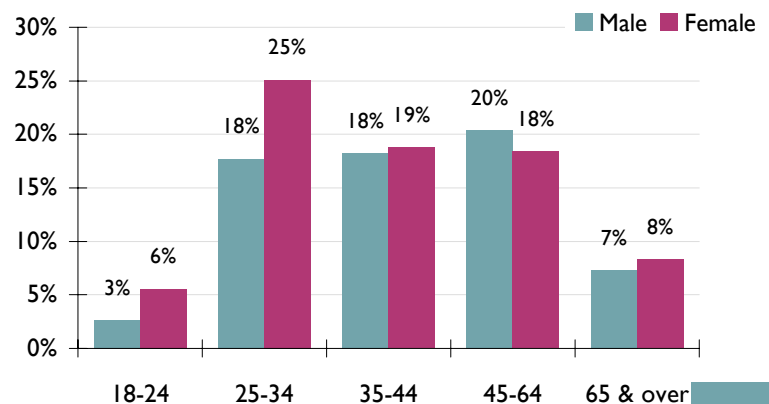
Population projections suggest that Wood County will gain something like 3,517 people or around 4.7 percent between 2000 and 2020. This is well below Wisconsin's projected growth of 13.9 percent. As baby-boomers age, each of 3 cohorts (55- to 59-year-olds, 60- to 64-year-olds and 65- to 69-year-olds) will grow roughly 2,186 to 2,659 people or 60 percent to 83 percent. Meanwhile, 3 other cohorts (35- to 39-year-olds, 40 to 44-year-olds and 45- to 49-year-olds) will see their ranks thin by about 778 to 1,834 people or 13 percent to 29 percent.

To a greater extent than non-metropolitan Wisconsin as a whole, Wood County loses college-aged females. The group that starts with 2,811 females aged 10 to 14 in 2000 shrinks to 2,214 females aged 20 to 24 in 2010 and rebounds to 2,504 females aged 30 to 34 in 2020. Female out-migration is similar to male out-migration and would probably be greater if it weren't for a technical college and a university in Marshfield. Counties where students can attend bachelor's degree programs tend to see less out-migration of college-aged females.

Advanced education (a bachelor's degree or more) used to be more common among males than females, but this trend has reversed in recent decades. Recent graduates are some of the most mobile workers, and more likely to consider other locales for their industry mix.



Percent of age group with at least a Bachelor's degree in Wood County



Source: US Dept. of Commerce, Census 2000, Summary file 4, QT-P20

Labor Force Characteristics

The labor force participation rate (LFPR) is the proportion of the eligible population that either works or looks for work. Generally, labor force participation rates tend to peak between the ages of 35 and 54. Members of younger cohorts sometimes occupy themselves with education or parenting. Slowly at age 55, and more quickly at age 62, labor force participation rates fall as older workers leave the labor force.

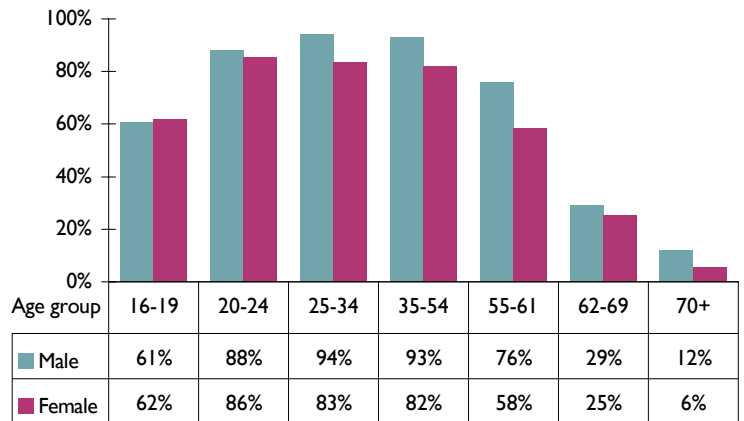
Population trends seen on page 2 cast a different light on labor force participation rates shown in the upper right graph. Large numbers of people will move from the three cohorts between 35 and 49 years old (where LFPR is high) into the cohorts between 55 and 69 (where LFPR is lower). This will pull down the county's overall LFPR.

In recent years, Wisconsin's LFPR has been among the 5 highest in the nation, and Wood County's has been somewhat lower. (See middle right graph.) The graph to the lower right suggests that the high labor force participation rates of those aged 35 to 54 cannot compensate for their declining numbers, while the increase of those aged 55 to 64 will be so great as to overcome their low LFPR and increase their absolute numbers in the labor force.

In decades past, employers relied on dramatic increases in female LFPR to replace workers leaving the labor force and to keep up with job growth. Today, such sharp increases in female labor force participation are unlikely, particularly among younger cohorts. The upper right graph shows female LFPR very close to male levels among those aged 20 to 24 and exceeding male levels among those aged 16 to 19. Together, these trends may prompt employers to ask where replacement workers will come from.

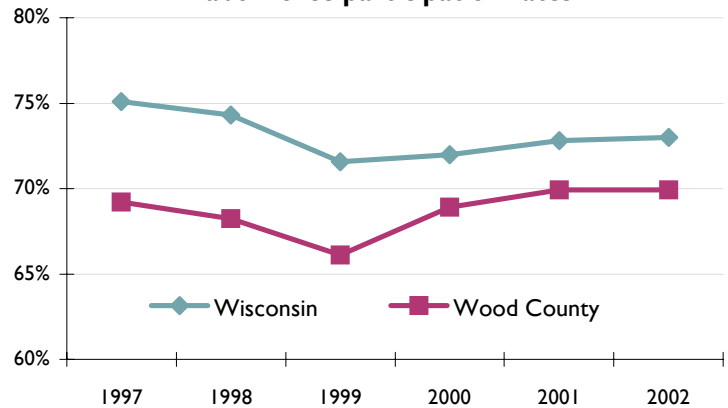
The baby boomers who stay in the labor force longer may find employers modifying compensation and workplace policies to keep them on board. As some baby boomers begin to leave the labor force, they will eventually increase demand for certain types of labor (such as health care and home-related services). Because younger workers often fill these jobs, and because the overall labor force will not grow as quickly as it used to, employers may step up recruitment of younger workers.

Wood Labor Force Participation by Age & Sex in 2000



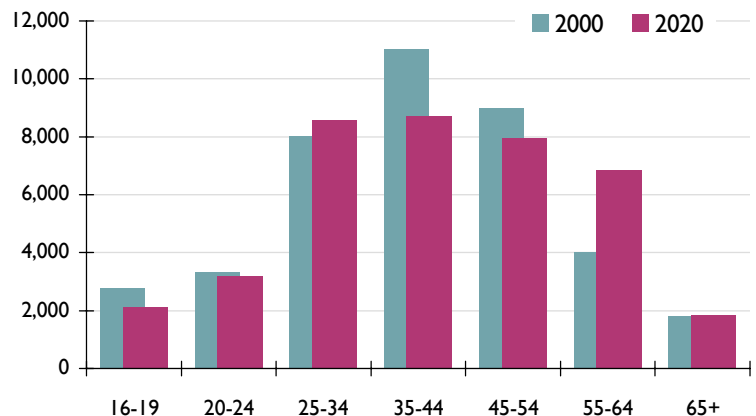
Source: US Dept. of Commerce, Census 2000, Summary file 4, PCT-79

Labor force participation rates



Source: WI DWD, Office of Economic Advisors, 2003

Labor Force by Age in 2000 & 2020 in Wood County

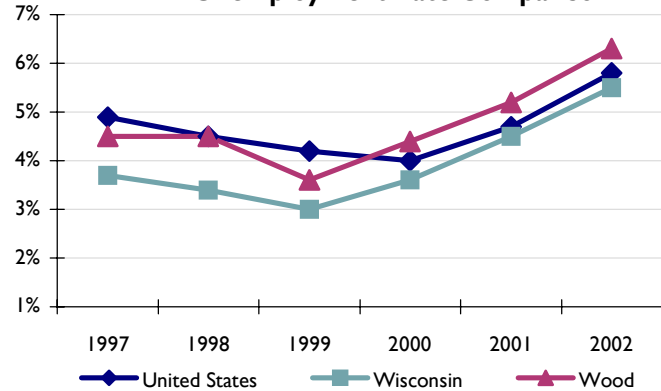


Source: DWD, Office of Economic Advisors, US Census, SF-4 (PCT-79), WI Demographic Services

Wood County Workforce Profile

Over the course of 2002, an average of roughly 40,762 Wood County residents participated in the labor force: about 38,185 were employed and approximately 2,577 or 6.3 percent were unemployed. Local unemployment rates rose along with state rates and before national rates. Rates in for the first half of 2003 were slightly lower than rates in the first half of 2002 and reflect considerable increases over the heydays of the late 1990s. Despite sharp summer declines, rates are still above their typical levels at this writing and have not yet shown signs of sustained, significant abatement.

Unemployment Rate Comparison



Wood County Civilian Labor Force Data

	1997	1998	1999	2000	2001	2002
Labor Force	40,400	40,220	39,026	40,360	40,965	40,762
Employed	38,600	38,411	37,614	38,577	38,818	38,185
Unemployed	1,800	1,809	1,412	1,783	2,147	2,577
Unemployment Rate	4.5%	4.5%	3.6%	4.4%	5.2%	6.3%

Source: WI DWD, Bureau of Workforce Information, LAUS program, 2003

Occupations in demand

Wood County is part of Wisconsin's north central region. In its upper portion, the table to the right lists those occupations projected to experience the fastest proportional growth between 2000 and 2010. An occupation starting with few jobs doesn't need to add many to grow quickly. Altogether, the fastest-growing occupations accounted for 1.9 percent of the region's jobs in 2000 and are expected to account for 2.6 percent of the region's jobs in 2010, so it is not an exhaustive list of opportunities. The list does not support the notion that most jobs require a bachelor's degree.

In its lower portion, the table lists those occupations projected to generate the most openings between 2000 and 2010. The less training a job requires, the less likely an employer is to invest in retention incentives (such as wage or benefit increases). Nursing requires more training than the other occupations generating the most openings. Challenging work schedules and conditions contribute to turnover, yet nursing programs have long waiting lists. As many nurses and nursing instructors approach retirement, aging baby-boomers will increase demand.

North Central Region Occupation Projections: 2010

	Top Ten Occupations	Education & Training Typically Required*	Average Wage**
Fastest Growth	Computer Support Specialists	Associate degree	\$16.29
	Computer Software Engrs Apps	Bachelor's degree	\$30.39
	Medical Records/Health Info Techs	Associate degree	\$12.12
	Network/Computer Systems Admin	Bachelor's degree	\$22.28
	Personal and Home Care Aides	1-month or less training	\$8.66
	Medical Assts	1-12 mo. on-the-job training	\$11.67
	Social/Human Service Assts	1-12 mo. on-the-job training	\$10.71
	Computer Systems Analysts	Bachelor's degree	\$24.16
	Computer/Information Systems Mgrs	Work experience & degree	\$33.51
	Surgical Technologists	Postsecondary voc. trng	\$13.89
Most Openings	Cashiers	1-month or less training	\$7.21
	Comb Food Prep/Serv Wrk/Incl Fast	1-month or less training	\$7.03
	Retail Salespersons	1-month or less training	\$9.11
	Waiters/Waitresses	1-month or less training	\$6.50
	Registered Nurses	Bachelor's degree	\$22.18
	Labrs/Frght/Stock/Matrl Movers/Hand	1-month or less training	\$10.50
	Truck Drivers/Heavy/Tractor-Trailer	1-12 mo. on-the-job training	\$15.36
	Office Clerks/General	1-month or less training	\$9.80
	Stock Clerks/Order Fillers	1-month or less training	\$9.60
	Janitors/Cleanrs Ex Maids/Hskpng	1-month or less training	\$9.82

* The most common way to enter the occupation, not the only way

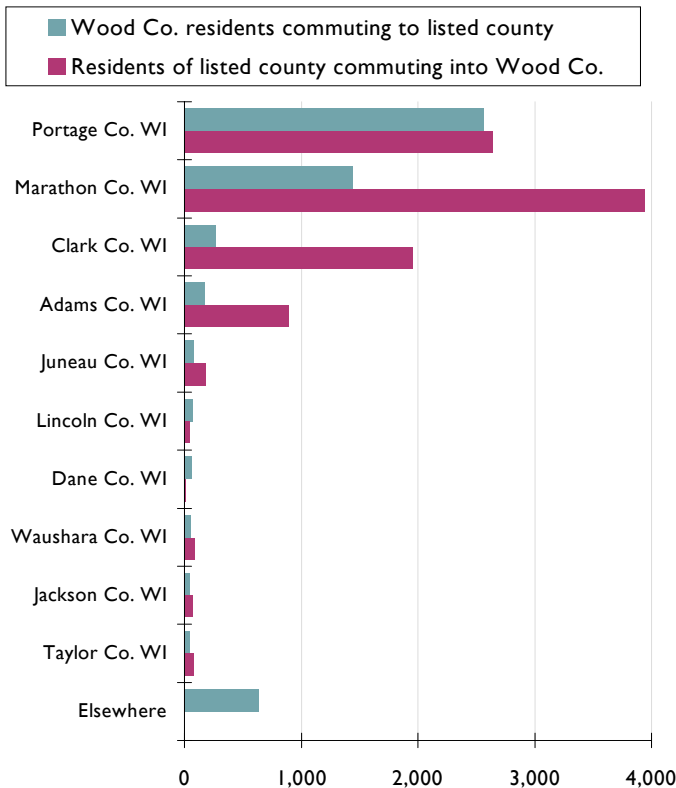
** Wages from Occupation Employment Statistics survey responses for region, 2001

North Central WDA includes Adams, Forest, Langlade, Lincoln, Marathon, Oneida, Portage, Vilas and Wood counties.

Source: WI DWD, Bureau of Workforce Information, 2002

County Commuting Patterns

In April 2003, the Census Bureau released county-to-county worker flow files. The Census reported that approximately 5,476 Wood County residents worked outside the county (about 15 percent of working residents by their count). At the same time, roughly 11,702 workers from other counties commuted in (roughly 26.1 percent of the people filling Wood County jobs by their count).



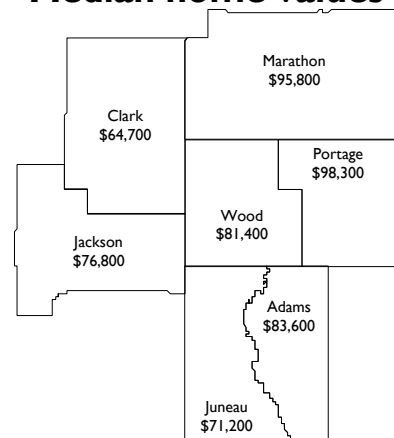
Reasons for commuting vary, but relevant factors include geography, employment conditions, wage structure and housing costs. Geographically, Wood County is fairly small and decentralized. County borders are near Wisconsin Rapids, Grand Rapids, Saratoga, Nekoosa, Port Edwards and Lincoln. The City of Marshfield straddles a county line. Commuters crossing county borders don't necessarily travel great distances. The Census reported that 71 percent of Wood County's working residents commuted less than 20 minutes and 85 percent traveled less than 30.

Wood County's employment conditions present a complex picture. The 2002 unemployment rate (6.3%) was lower than in some neighboring counties, like Clark (7.3%) and Juneau (9.8%). The phenomenal concentration of education & health services jobs, largely attributable to health care activities in the Marshfield area, probably pulls in commuters. Portage and Marathon counties had high concentrations of financial activities jobs (with high pay) and may pull workers out of Wood County. High average annual wages in construction and education & health services may have helped counterbalance.

The map below suggests that workers sometimes choose to live in places where their housing dollars go further. Low housing prices in Clark and high wages in Wood are a recipe for commuting. Sometimes, commuting seems more dominated by other factors, like Marshfield straddling the Wood-Marathon border or Wisconsin Rapids and Stevens Point being near the Wood-Portage border.

	Wood Co. residents commuting to listed county	Residents of listed county commuting into Wood Co.	Net gain or loss of workers
Portage Co. WI	2,572	2,639	67
Marathon Co. WI	1,449	3,944	2,495
Clark Co. WI	272	1,956	1,684
Adams Co. WI	178	899	721
Juneau Co. WI	83	186	103
Lincoln Co. WI	71	42	-29
Dane Co. WI	63	19	-44
Waushara Co. WI	53	91	38
Jackson Co. WI	52	70	18
Taylor Co. WI	42	82	40
Elsewhere	641	1,144	503

Median home values



Source: US Dept. of Commerce, Census 2000, County-to-county worker-flow files

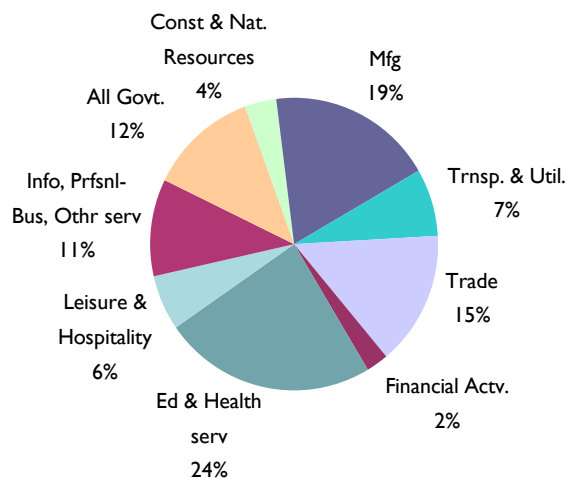
Census 2000, Summary File 3, QT-H14

Industry Employment -

Introducing NAICS (North American Industry Classification System)

From the 1930s to 2002, some version of the Standard Industrial Classification (SIC) system has defined categories for employment-by-industry estimates. Beginning in 2003, the North American Industry Classification System replaces SIC. The table below lists each system's major categories. A quick glance shows that NAICS offers categories for which data was previously unavailable (like leisure & hospitality or education & health services) and that NAICS offers less detail elsewhere (retail & wholesale trade collapse into one category for non-metropolitan areas.

Wood County Industry Distribution: 2002



The table below hides one wrinkle that may be the most important aspect of SIC-to-NAICS conversion. **Even if a category carries an identical title, like “manufacturing”, its definition changed, so meaningful comparisons of SIC data to NAICS data are very limited.** The SIC definition of manufacturing included establishments that now reside in the services category. Elements of printing are now in information services; some establishments providing professional, technical, administrative or support services may have moved from manufacturing into services. These are just a few examples of changes that limit detailed, direct comparisons of historical SIC data to current NAICS data. (Also, NAICS data was revised with newly available information, while SIC was not, due to its discontinuation.)

Under SIC, restaurants and bars were under retail trade, while NAICS puts them in the newly-created leisure & hospitality sector. Other establishments in the leisure & hospitality sector (such as hotels and lodging facilities) came from the services sector of SIC. There is no accurate or reliable way to compare old trade or services numbers to the new ones.

Education & health services figures show a side of Wood County NAICS identifies more clearly. On this page, jobs with public schools, colleges and universities are under government. On pages 7 and 8, many of those jobs are with education & health services.

2002 Industry Employment in Wood County: A comparison of two classification systems

NAICS Super-sectors	Employment	Distribution	SIC Industry Divisions	Distribution
Construction, natural resources & mining	1,629	4%	Construction & Mining	3%
Manufacturing	8,125	19%	Manufacturing	21%
Transportation, warehousing & utilities	3,218	7%	Transportation, utilities & communication	7%
Trade (wholesale & retail)	6,484	15%	Wholesale trade	3%
			Retail trade	18%
Financial activities	1,083	2%	Finance, insurance & real estate	2%
Information, professional & business services, other services	4,784	11%	Services & misc (incl. agr, forestry, fishing)	33%
Education and health services	10,470	24%	Government	12%
Leisure & hospitality	2,641	6%		
Government	5,369	12%		

Source: WI DWD, Bureau of Workforce Information, Current Employment Statistics Program, March 2003

Wood County Workforce Profile

Listed in the table in the middle of the page, the ten largest private employers in Wood County accounted for roughly 41 percent of the payroll jobs reported in the county in the first quarter of 2003. Employers' figures vary from month to month and seasonality varies significantly from one employer to another. For these and other reasons, specific ranks are not necessarily consistent or informative.

Listed in the top table, the ten largest industry groups provided approximately 61 percent of the county's total jobs. Both paper manufacturing and wood product manufacturing lost jobs between 2002 and 2003, but remain important. Data confidentiality rules prevent this profile's editor from obtaining employment estimates for certain health care industries critical to Wood County's economy.

Top 10 Industry Groups in Wood County

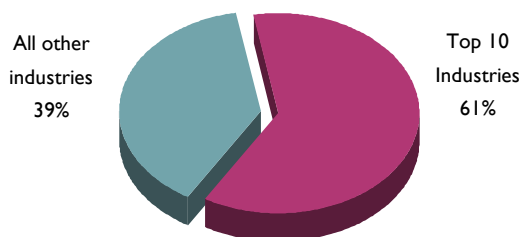
Industry Group	March 2003		Numeric change 2002 - 2003
	Employers	Employees	
Ambulatory Health Care Services	*	*	*
Paper Manufacturing	5	3,705	-365
Hospitals	*	*	*
Educational Services	13	2,647	-11
Truck Transportation	64	2,576	-58
Food Services and Drinking Places	141	2,065	118
General Merchandise Stores	14	1,581	23
Wood Product Manufacturing	12	1,577	-142
Executive, Legislative, & Gen Government	33	1,440	40
Specialty Trade Contractors	94	958	50

*data suppressed to maintain confidentiality

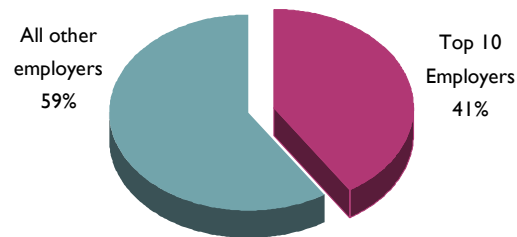
Top 10 Private Employers in Wood County

Company	Product or Service	Size
Marshfield Clinic	Medical centers and research facilities	1000 +
Stora Enso North America Corp.	Paper, packaging & forest products	1000 +
St. Joseph's Hospital of Marshfield	Tertiary care teaching hospital	1000 +
Roehl Transport, Inc.	General freight trucking, long-distance, truckload	1000 +
Domtar A.W. Corp.	Paper, pulp and wood products	1000 +
Riverview Hospital Association	Hospital, nursing care, family clinic and non-medical senior apartments	500-999
Wal-Mart Associates	Warehouse clubs and supercenters	500-999
Marshfield Doorsystems, Inc.	Manufacturer of architectural wood doors	500-999
Wick Building Systems, Inc.	Modular/manufactured residential homes	500-999
Renaissance Learning, Inc.	Software publishers	500-999

Share of jobs with top 10 industries



Share of jobs with top 10 employers



Source: WI DWD, Bureau of Workforce Information, ES-202 special report, First quarter, 2003

Wood County Workforce Profile

Overall, Wood County employers reported paying slightly above the statewide all-industries annual average wage, with results varying by industry. Above-average wages are largely due to the education & health services sector, which contributes 32 percent of the county's jobs and 39 percent of its wages. Comparing the county's total wages in 2001 and 2002, 92 percent of the increase was attributable to the increase in total education & health services wages. Total education & health services employment grew 868 jobs or 6.3 percent, while the sector's average wage per worker grew by 3.0 percent. In manufacturing, the average wage per worker grew nearly 6 percent between 2001 and 2002, while the number of manufacturing workers fell 7 percent. If an industry's lower-paid (often younger) workers leave, the average rises.

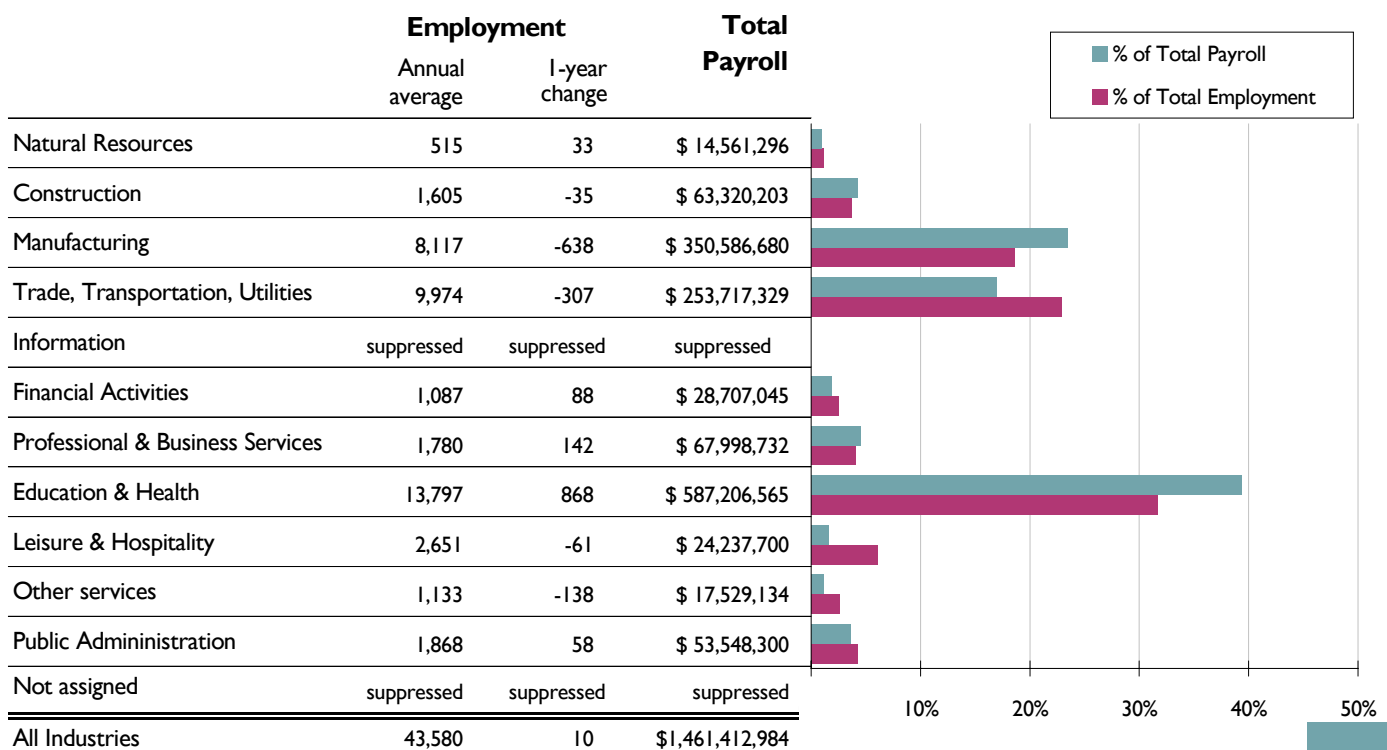
Average Annual Wage by Industry Division in 2002

	Average Annual Wage		Percent of	1-year
	Wisconsin	Wood County	Wisconsin	% change
All Industries	\$ 32,422	\$ 34,258	106%	3.7%
Natural resources	\$ 25,481	\$ 28,274	111%	-5.0%
Construction	\$ 39,649	\$ 39,452	100%	6.0%
Manufacturing	\$ 40,584	\$ 43,192	106%	5.9%
Trade, Transportation, Utilities	\$ 28,422	\$ 25,438	90%	4.2%
Information	\$ 38,871	suppressed	suppressed	suppressed
Financial activities	\$ 40,337	\$ 26,409	65%	1.4%
Professional & Business Services	\$ 36,324	\$ 38,202	105%	-4.5%
Education & Health	\$ 33,768	\$ 42,560	126%	3.0%
Leisure & Hospitality	\$ 11,837	\$ 9,143	77%	1.0%
Other services	\$ 19,500	\$ 15,471	79%	1.0%
Public Administration	\$ 33,769	\$ 28,666	85%	-0.6%

Source: WI DWD, Bureau of Workforce Information, Covered Employment & Wages, August 2003

Trade, transportation and utilities shed 440 retail workers (who tend to be among the lower paid in the category) while adding jobs in transportation & warehousing and in utilities. Part-time and seasonal schedules impede wage growth or advancement in leisure & hospitality.

2002 Employment and Wage Distribution by Industry in Wood County



Source: WI DWD, Bureau of Workforce Information, Covered Employment and Wages, August 2003

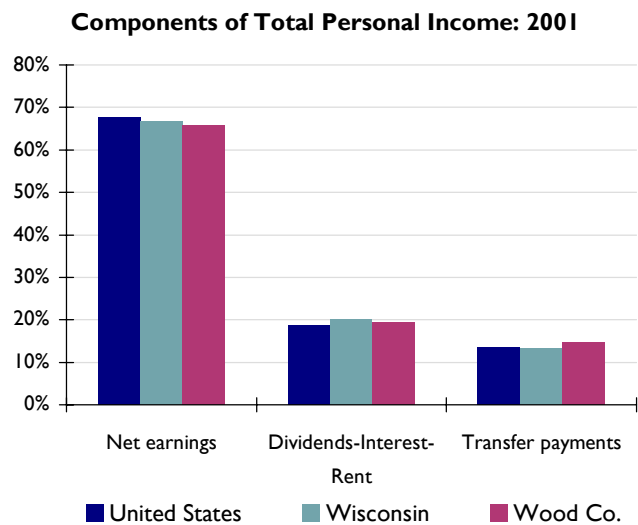
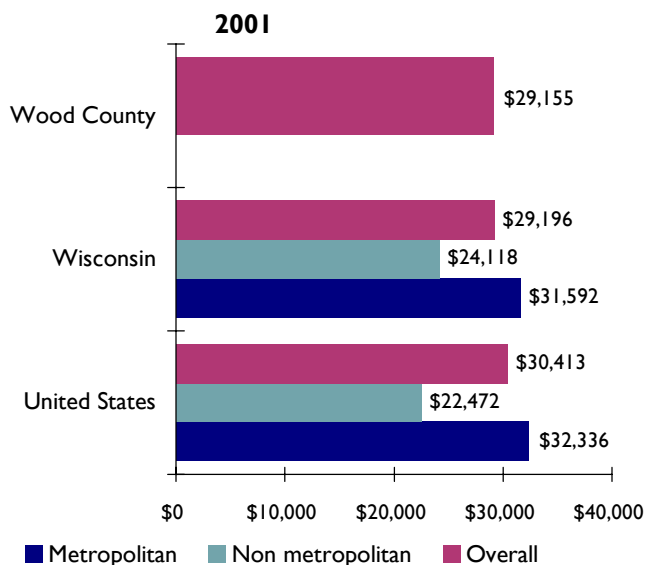
Per Capita Personal Income

In 2001, Wood County's per capita personal income (PCPI) of \$29,155 was well above non-metropolitan Wisconsin's PCPI (\$24,118) and the national non-metropolitan PCPI (\$22,472). Between 1996 and 2001, Wood County's PCPI held steady at roughly 30 percent above non-metropolitan U.S. PCPI. Meanwhile, county PCPI declined slightly from being 24 percent above non-metropolitan Wisconsin PCPI to being 21 percent above it. Annual PCPI growth rates were closer to state and national counterparts in 1999-2001 than in 1997 and 1998.

Growth in PCPI relates to demographic shifts (see pages 2 and 3). As a greater share of the population enters retirement, more residents rely on transfer payments (such as Social Security) and fewer have net earnings (typically associated with employment). Transfer payments grow much more slowly than net earnings. Households with substantial investment income (dividends, interest or rent, including retirement or pension plans) are more likely to consider warmer climates for retirement, so PCPI growth may slow considerably.

Per Capita Personal Income

	1996	1997	1998	1999	2000	2001	Percent Change	
							1 year	5 year
United States	\$24,270	\$25,412	\$26,893	\$27,880	\$29,760	\$30,413	2.2%	25.3%
Wisconsin	\$23,301	\$24,481	\$26,004	\$26,926	\$28,389	\$29,196	2.8%	25.3%
Wood County	\$23,971	\$25,346	\$26,366	\$26,966	\$28,379	\$29,155	2.7%	21.6%



Source: US Dept. of Commerce, Bureau of Economic Analysis, State & Local Personal Income, May 2003, CAI-3, CA05

WWW addresses of source data

Wisconsin population estimates and projections:

<http://www.doa.state.wi.us/dir/index.asp>

Education levels of population, labor force participation rates, commuting patterns:

<http://www.census.gov/main/www/cen2000.html>

Labor force estimates (employed and unemployed), industry employment, average annual wages:

<http://www.dwd.state.wi.us/lmi/>

Occupations in-demand:

http://www.dwd.state.wi.us/lmi/wda_map.htm

Per Capita Personal Income:

<http://www.bea.gov/bea/regional/reis>

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